

Shreyaa Krritika Das | Design

www.portfolio.krritika.com | +91 875 444 0960 | shreyaadas@gmail.com

Expertise

Creative Strategy
Product Design
Branding & Identity
Print & Editorial Design
Illustration

Technical Proficiency

Adobe Suite
Figma
Sketch
InVision Studio

Experience

Design Lead | YourDost Health Solutions (Dec 2016 - Present)

YourDOST is an online mental health & emotional wellness platform, a pioneer in the mental wellness sector in India. As Lead Designer at the Bangalore office, creating an approachable & empathetic brand, free from the taboo of mental health care is of the essence.

Current role includes cross functional experience working with product, research and engineering teams. Design of in-depth UX/UI solutions that covered end-to-end user interaction.

Role also includes leading the Design Team in creation of all marketing and social media collaterals across the B2B & B2C sectors. Extends to the design and production of all branding, digital media, promotional print collaterals & product integration for marketing campaigns, workshops & outreach programs.

Senior Graphic Designer | Rentomojo (Sep 2015 - Nov 2016)

Rentomojo is a leader in the furniture and appliance rental market, operating pan India. Primary responsibility was complete brand-building from the ground up. Extended to marketing research and advertising strategies, social media engagement, email marketing and all online & offline campaigns and collaterals.

Creative Lead | in1947 Design (May 2014 - June 2015)

Worked alongside the Creative & Development Teams overseeing the ideation of social media campaigns and creation of unique online environments. Had the opportunity to design across a variety of industries including healthcare, real estate and educational facilities.

Creative Consultant | Don't Panic Asia (Sep 2012 - Apr 2014)

Produced design solutions on the basis of competitive needs, as well as co-ordinating project management to ensure the alignment of client's marketing communications through various mediums. Also facilitated design contests and pack design for the monthly Don't Panic Pack distributed throughout Malaysia.

Visualiser | Rubecon Communications (May 2009 - Dec 2010)

Collaborated on the conceptualising and print design execution of several multinational company campaigns, including Taj Group of Hotels, Prince Jewellery, Colorplus, Landmark & more.

Education

Masters in Design (Graphic Design)

Raffles Design Institute
2011 - 2012 | Singapore

BSc in Visual Communication

Women's Christian College
2005 - 2008 | Chennai, India

Lady Andal Matriculation

Higher Secondary School
1999 - 2005 | Chennai, India

Certifications

Design Thinking for the Greater Good: Innovation in the Social Sector Certification

Darden School of Business,
University of Virginia | Apr 2018
MOOC Platform
License: 284QB8MLE5SX

Elements of AI Certification

Reaktor, University of Helsinki,
Jun 2018 | MOOC Platform

QPR Gatekeeper Training for Suicide Prevention Certification

Apr 2018

Illustrations Featured in:

The Swaddle
Arré
The Bangalore Review
The Bare Talk
Asylum Magazine
Liberator Magazine

Other Accomplishments

Speaker at ISKANDAR Learning
Festival 2012 on 'Idea Generation'
Nov 2012 | Johor Bahru